

NCI Mobile Sites Style Guide

Version 1.0

Table of Contents

01. Mobile

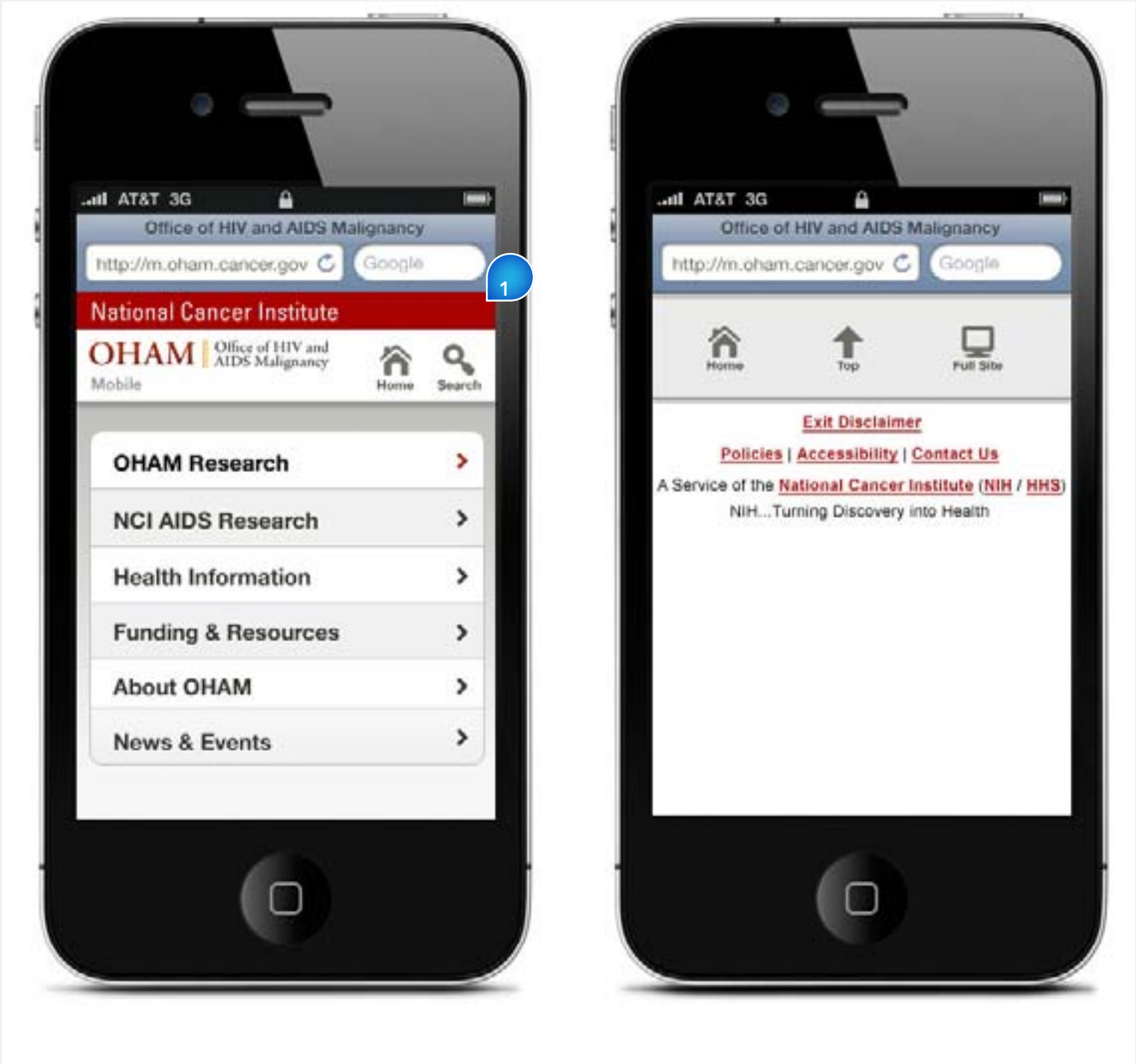
01.1 Branding and Required Content

01.2 Branding: Backgrounds

01.3 Branding: Typography

Examples of NCI Mobile Brand Identity in Context

HOME PAGE



01. NCI minibanner
- Gradient start from darkest (e6efea) to lightest (f4f4f4), or white
 - 100% Transparency

GUIDELINES

The guidelines provided in this document should be followed as much as possible when creating new mobile content for NCI.

Approved logos and usage guidelines can be found in the Visual Standards for NCI Websites section of the NCI Digital Media Guidelines (<http://www.cancer.gov/global/digitalguide>). These guidelines should be followed to maintain a consistent brand identity.

LOGO USAGE

The minibanner should always be displayed on NCI mobile site pages. This identifier forms a permanent visual identification, increasing brand recognition and asserting ownership of the mobile site.

- REQUIRED CONTENT**
- Minibanner
 - Search button
 - Footer (Exit Disclaimer, Policies, tagline)

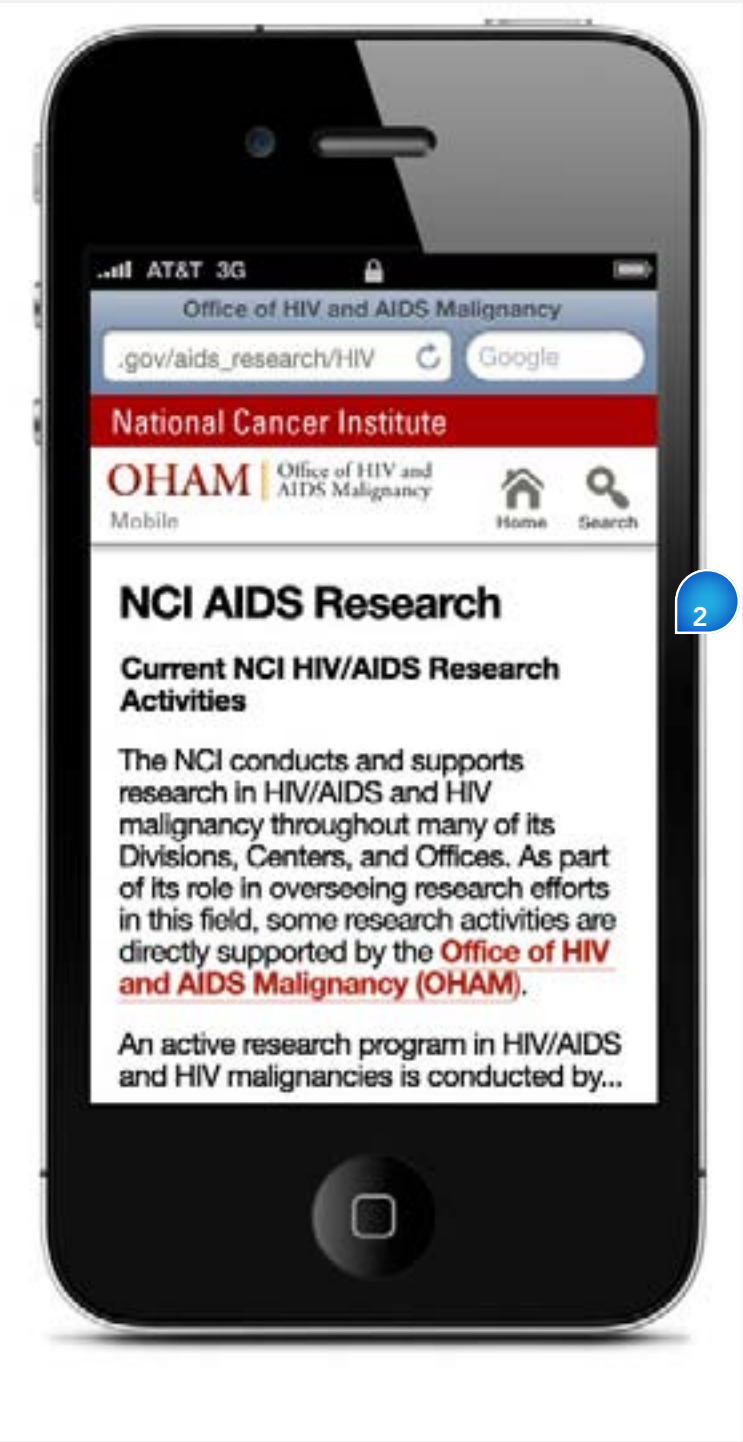
- OPTIONAL CONTENT**
- “We can answer your cancer questions”
 - “Call 1-800-4-CANCER” button
 - “Follow us” section of social media buttons

Examples of NCI Mobile Backgrounds in Context

EXAMPLE: HOME PAGE



EXAMPLE: CONTENT PAGE



01. Home page

- Gradient start from darkest (bebc8) to lightest (ffffff), or white
- 100% Transparency

02. Content Pages

- White #FFFFFF
- 100% Transparency

BACKGROUND USAGE

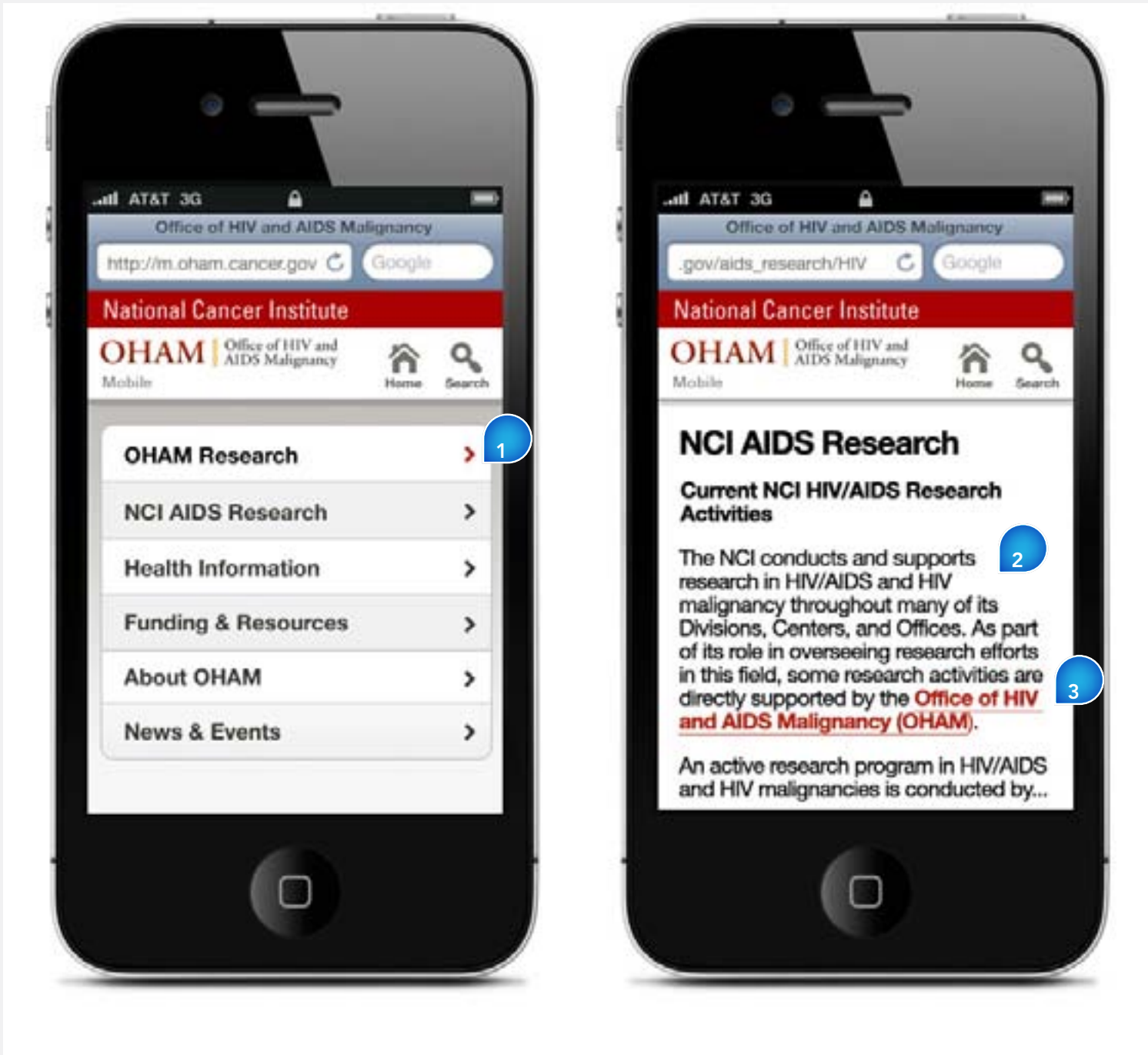
Custom backgrounds are recommended for use in areas that need to reflect the NCI brand distinction. Custom backgrounds should have a consistent look and feel with other existing backgrounds used in NCI social media channels such as Twitter, YouTube and Facebook.

If a mobile site is developed for an NCI group that has an existing sub-brand custom background, then that can be used if appropriate. If no sub-brand exists then the standard background should be used.

Areas in the mobile sites that serve functional purposes such as entering data in fields etc., should use common backgrounds supplied by the Apple SDK platform, or appropriate device platform resident backgrounds.

Examples of typography in context

HOME PAGE



- 01. Navigation Bar
 - Arial Bold
 - Gray #4D4D4D
 - 100% Transparency
- 02. Content
 - Arial Regular
 - Gray #4D4D4D
 - 100% Transparency
- 03. Links
 - Arial Bold
 - Red #993300
 - 100% Transparency

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%&*()

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%&*()

GUIDELINES
Designing for mobile devices introduces new challenges: screen size, device performance and most critically, the unique contexts of mobile use, glancing, scanning, and reading.

If you are building a mobile site, please consult with
ncidigitalmediaguide@mail.nih.gov for branding guidelines.



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